

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MILPITAS AMENDING
RESOLUTION 1626, THE CLASSIFICATION PLAN**

WHEREAS, the City of Milpitas has a Classification Plan adopted as Resolution No. 1626 on December 17, 1968, which has been amended from time to time, and which is in accordance with the Personnel Rules and Regulations of the City of Milpitas (Resolution No. 792 as amended); and

WHEREAS, amendments to the Classification Plan are necessary to account for changes within the organization, transfer of duties, new job responsibilities, and adjustments to salary ranges.

NOW THEREFORE, the City Council of the City of Milpitas hereby finds, determines and resolves as follows:

1. The City Council has considered the full record before it, which may include but is not limited to such things as the staff report, testimony by staff and the public, and other materials and evidence submitted or provided to it. Furthermore, the recitals set forth above are found to be true and correct and are incorporated herein by reference.
2. Resolution No. 1626, as amended, is hereby further amended to:
 - A. Establish the new classification titled "Marketing Coordinator" within the Recreation Department with a salary range of \$ 67,857 - \$ 82,480 per year.
 - B. Approve and adopt the job description for the classification of "Marketing Coordinator" as provided in **Exhibit A**, attached hereto.
 - C. Establish the new classification titled "Senior Public Service Assistant" within the Recreation Department with a salary range of \$ 64,774 - \$ 78,486 per year.
 - D. Approve and adopt the job description for the classification of "Senior Public Service Assistant" as provided in **Exhibit B**, attached hereto.

Passed and adopted this _____, day of _____, 2016, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:

APPROVED:

Mary Lavelle, City Clerk

Jose S. Esteves, Mayor

APPROVED AS TO FORM:

Christopher J. Diaz, City Attorney



MARKETING COORDINATOR

City of Milpitas

Effective: October 2016
EEOC: Technical
FLSA: Non-Exempt
Unit: Pro-Tech
Physical: 1

DEFINITION

The Marketing Coordinator will plan, promote, implement, coordinate, and market new and existing recreation and citywide services and programs; develop and maintain a strong communication and working relationship with vendors and customers, design and distribute all marketing materials and perform related work as required.

SUPERVISION RECEIVED AND EXERCISED

Position may supervise interns and part-time staff.

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

- Develops ideas, concepts, designs, themes, and program vision to successfully market Recreation Programs, City sponsored events, special projects and related community involvement efforts.
- Creates and manages event promotion timelines for marketing, graphics and programs.
- Creates and recommends action plans for marketing and promotion of services and programs.
- Disseminates information to the public via e-mail blasts, press releases, advertisements, phone calls, and distributes related information to schools, community non-profit organizations, and other government agencies.
- Creates, posts, and monitors Recreation and City Social Media Account pages; works with Webmaster on general media page posting.
- Sets up displays, workshops, classes, and presents information related to recreation and other related topics.
- May conduct tours and make presentations.
- Answers customer questions related to recreation and other city programs and services.
- Communicates and provides information to the public and press.
- Coordinates program, events and facility marketing material and graphic designs for new press releases, flyers, event schedules, pamphlets, and brochures.
- Develops and maintains positive relationships with local business, government and community groups.
- Solicits and receives sponsorships, ensures proper logos and applicable promotional credit is given to designated sponsors.
- Manages community promotions and executes printing budget.

- Analyzes, develops and recommends marketing policy and program changes in response to customer needs, budgetary considerations, market changes, and industry developments with adherence and compliance with City rules, procedures, and regulations.
- Gathers information and materials to create promotional materials and marketing plan.
- Coordinates projects among departments and outside vendors.
- Approves promotional materials from outside agencies.
- Prepares finished copy and art for print.
- Assists staff in the development of written promotional and marketing information for their respective programs and events.
- Serves as liaison and represents the City at a variety of public events, including meetings, conferences, and other related special events.
- Sets up and maintains working and storage file system.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Use of correct English language, spelling, punctuation, grammar, and vocabulary. Modern office methods, procedures, office software and office equipment.
- Graphic Design mediums, Adobe Suite (Illustrator, Photoshop, InDesign).
- Web Design (HTML/CSS, Dreamweaver).
- Social Media applications and their best uses.
- Principles and practices of marketing and their application in the assigned department program and/or services.
- Print techniques and photography.
- Customer motivation.
- Principles and practices of public relations and customer service.
- Principles and procedures related to record keeping, business writing, and basic report preparation.
- Computer applications including design, word processing, spreadsheets, databases, and presentations.

Skill/Ability to:

- Design dynamic media for print, email and social media distribution.
- Communicate clearly and concisely, both orally and in writing.
- Write interesting, informative copy with minimal correction.
- Edit copy from other sources for proper grammar and punctuation.
- Create and lead marketing campaigns.
- Exercise initiative and good judgment within scope of work.
- Respond to requests and inquiries from the general public.
- Speak on a one-to-one basis and in front of groups of various sizes.
- Elicit community and organizational support for assigned programs and projects.
- Research and evaluate new marketing methods and techniques.

- Work with minimal supervision by following oral and written instructions.
- Make simple algebraic and arithmetic calculations
- Establish and maintain effective working relationship with those contacted in the course of work.
- Organize and maintain records and files.

EDUCATION AND EXPERIENCE

Any combination of education and experience that would likely provide the required knowledge and ability is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Bachelor's Degree in Art/Graphic Design or related field from an accredited college or university. Course work should include marketing, business or public administration, management, public relations, communications, or a related field.

Experience: Three years of responsible paid experience in Graphic Design and/or a related field, including at least one year experience in marketing, advertising, and promoting programs.

Additional years of qualifying experience may be substituted for up to two years of the required education on a year for year basis.

LICENSE OR CERTIFICATE:

Appropriate, valid California driver's license and satisfactory driving record is required.

Certification in First Aid and/or CPR is highly desirable.

SPECIAL REQUIREMENTS:

Essential duties require the following physical abilities and work environment:

Work is performed in an office/recreational setting: will be exposed to the elements and sits, stands, walks, kneels, crouches, twists, reaches, bends, crawls, and grasp; must be able to lift, carry, push, pull, drag equipment weighing up to 40 lbs.; climbing up step stool ladders to stack equipment and supplies.

Approved by:

City Manager

Date

Human Resources Director

Date



SENIOR PUBLIC SERVICES ASSISTANT

City of Milpitas

Effective: October 2016
EEOC: Office and
Clerical
FLSA: Non-Exempt
Unit: Pro-Tech
Physical: 1

DEFINITION

Under general supervision of the Recreation Services Supervisor, the Senior Public Services Assistant performs a variety of responsible and specialized office support work involving extensive public contact, record keeping, and complex administrative support to staff.

DISTINGUISHING CHARACTERISTICS

This is the senior level in the Public Services Assistant class series. Even though the Senior Public Services Assistant may perform the same or similar duties as the Public Services Assistant I/II, the classification is distinguished by the performance of lead supervisory responsibilities and the performance of more difficult, complex, technical and specialized office and administrative support work. The Senior Public Services Assistant is supervised by management or supervisory staff.

SUPERVISION RECEIVED AND EXERCISED

Position may supervise part-time staff.

EXAMPLES OF DUTIES - Duties may include, but are not limited to, the following:

- Serve as liaison between the Department and the City's Recreation Software provider (currently Active.com).
- Provide software training as needed to the Recreation Services Department staff.
- Provide technical supervision to part-time staff regarding clerical projects and duties delegated by the supervisor.
- Provide direct assistance to the department Budget Liaison for Financial Service reports and customer care.
- Provide assistance and support to the Recreation Manager with high level projects and report requests.
- Compile statistics and prepare monthly reports.
- Assist department staff in special projects including the gathering and tabulating of data for inclusion in reports.
- Provide direct support services to the public as an information source on City policies and procedures including City sponsored programs and activities.
- Register participants in City sponsored programs; calculate, collect, and process fees and charges. Maintain appropriate financial records relative to assigned area of responsibility.

- Maintain agency funds accounts as assigned including the opening and closing of accounts, balancing and preparation of refunds.
- Respond to complaints and requests for information on regulations, procedures and policies; refer the more complex situations that may arise as appropriate.
- Provide specialized office support and coordinative services in support of assigned departmental functions and/or programs.
- Prepare and submit data and information for input into computerized systems.
- Create computerized spreadsheets and input data into computerized system.
- Maintain appropriate records and logs for assigned program area.
- Participate and assist in the administrative operations of the department/division to which assigned including the processing of purchasing requisitions, maintaining adequate supply levels, receipt and expenditure records, and maintaining appropriate files and records as assigned.
- Type a variety of written materials from rough draft or verbal instructions. Operate word processing and/or data processing equipment as assigned.
- Perform other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Use of correct English language, spelling, punctuation, grammar, and vocabulary.
- Modern office methods, procedures, office software and office equipment.
- Filing and record keeping systems.
- Fundamental principles of bookkeeping and record keeping, including basic mathematical principles.
- Proper methods and procedures used in handling cash and checks.

Skill/Ability to:

- Understand the organization and operation of the City and of outside agencies as necessary to assume assigned responsibilities.
- Perform responsible and specialized office support work involving the use of independent judgment.
- Establish and maintain effective, harmonious working relationships with City staff, the general public, and anyone related to city work.
- Communicate effectively, orally and in writing.
- Follow oral and written instructions.
- Interpret and apply the operating rules and procedures of assigned department/division.
- Type at a net rate of 40 words per minute.
- Operate and use modern office equipment, including a ten-key adding machine or calculator and a variety of software programs such as Word, Excel, Windows, PowerPoint and other office programs and related equipment.
- Perform routine mathematical computations and calculate fees.

EXPERIENCE AND EDUCATION

Any combination of experience and education that would likely provide the required knowledge and ability is qualifying. A typical way to obtain the knowledge and abilities would be:

- Three years of experience performing responsible and specialized clerical/office support work involving heavy public contact at a level equivalent to the City of Milpitas' class of Public Services Assistant I/II.

LICENSE OR CERTIFICATE:

Specified positions may require possession of a valid California driver license.

Certification in the following areas is required within six months of appointment and must be kept current throughout employment:

- American Red Cross First Aid
- American Red Cross CPR

SPECIAL REQUIREMENTS:

Essential duties require the following physical abilities and work environment:

General office environment; sit and/or stand for long periods of time, repetitive keyboarding; reach, squat, lift, and carry up to 15 pounds; some assignments may require an evening and weekend work schedule.

Approved by:

City Manager

Date

Human Resources Director

Date

**City of Milpitas, California
BUDGET CHANGE FORM**

Type of Change	From		To	
	Account	Amount	Account	Amount
Check one:	100-2940	40,000	100-114-4111	40,000
<input checked="" type="checkbox"/> Budget Appropriation	237-2909	179,000	237-421-4111	179,000
<input type="checkbox"/> Budget Transfer				

Adopt a Resolution Amending the City's Classification Plan Related to Positions in the City Clerk's Office, the Public Works Department, and the Recreation Department; Authorize positions and Approve Budget Appropriation for the Public Works and City Clerk positions. (Staff Contact: Tina Murphy, 408-586-3086)

Background:

Amendments to the Classification Plan are periodically required to account for organizational changes and changes in job responsibilities. The proposed amendment reflects the following changes:

- 1) The City Clerk's Office seeks to add one Office Assistant I/II to the authorized positions list and to fund a part-time Office Assistant to assist staff with US Passport Application Acceptance program, filing, 3rd floor reception and other office work.
- 2) The Public Works Department is requesting additional resources to assist in operations and maintenance related to the 2005 Community Facilities District (CFD). These resources are a Senior Public Works Lead to assist in leading crews in the Street Maintenance Division and one Maintenance Worker III.
- 3) The Recreation Department is requesting reclassifications of one Marketing Assistant to Marketing Coordinator and one Public Services Assistant II to Senior Public Services Assistant. The Marketing Assistant role has increased to include projects that for the Recreation Department and city-wide functions. The increased responsibilities demonstrate a need for a higher level classification. The Senior Public Services Assistant is necessary to perform more technical administrative work for the Milpitas Community Center, including assistance with the budget reports and providing software training to staff.

Fiscal Impact:

A budget appropriation of \$40,000 from the general fund into City Clerk's budget is needed to fund the half-time Office Assistant I/II position for the remainder of Fiscal Year 2016-2017.

A budget appropriation from the 2005 CFD fund into the Public Works budget is needed to fund the Senior Public Works Lead position at \$105,000 and \$74,000 for the Maintenance Worker III position for the remainder of FY16-17, for a total of \$179,000.

No additional budget appropriations are necessary for the reclassification requests for the Recreation budget. The Marketing Coordinator has an annual salary of approximately 17% more than the current Marketing Assistant and the Senior Public Service Assistant has a proposed salary that is approximately 9% more than the Public Services Assistant II. The additional costs for these reclassifications will be off-set by salary savings from other vacancies in the department.

Recommendation(s):

1. Adopt the resolution amending the Classification Plan to reflect the budgetary authorization of (1) addition of one half-time Office Assistant I/II in the City Clerk's Office, (2) addition of one Senior Public Works Lead for the Streets Division of the Public Works Department, (3) deletion of one Marketing Assistant in the Recreation Department, (4) addition of one Marketing Coordinator to the Recreation Department, (5) deletion of one Public Services Assistant II in the Recreation Department, and (6) addition of one Senior Public Services Assistant to the Recreation Department.
2. Approve a budget appropriation in the amount of \$40,000 from the General Fund to the City Clerk's budget for the half-time Office Assistant I/II.
3. Approve a budget appropriation in the amount of \$179,000 from the 2005 CFD fund to the Public Works budget for one Senior Public Works Lead and one Maintenance Worker III in the Public Works Department.

☒ **Check if City Council Approval required.**

Meeting Date: October 18, 2016

Requested by:	Tina Murphy, HR Director	Date:
Reviewed by:	Finance Director: <i>Jane Cooper</i>	Date:
Approved by:	City Manager:	Date:
Date approved by City Council, if required:		Confirmed by: